



AUBURN PUBLIC HEALTH CENTER



► **Phase III** of the *King County Identity Program* includes the development of standards and guidelines for those agencies that require exempted logos, ie: Metro Transit Division, Public Health – Seattle & King County, and King County International Airport/Boeing Field.

Each exempted agency brand presents specific challenges in retaining the uniqueness of its identity, while at the same time, incorporating its parent agency(s) affiliation. The following guidelines have been created for the exempted agencies in order to provide consistent and effective integration of the King County and/or City of Seattle logos into these existing brands with minimum intrusion and degradation, while retaining primary recognition, and maximum flexibility of the main brand.

The guidelines are available in PDF format and electronic files of all pertinent logos are available from your agency's lead Public Information Officer (PIO):

Department of Transportation
Rochelle Ogershok, 206-296-6515

Metro Transit Division
Bob Virkelyst, 206-684-1348

Public Health – Seattle & King County
James Apa, 206-205-5442

King County International Airport/Boeing Field
Rita Creighton, 206-296-7431

► General Information

- Changes that require departure from these standards must first be reviewed by your agency PIO and then forwarded to King County Graphics and Production Services at 206-205-8550. If still unresolved, these issues will then be reviewed by the Office of the King County Executive, Elaine Kraft, at 206-296-4063.
- All newly designed items must meet the criteria and format as depicted in the guidelines.
- Please be advised of the Executive Ordinance #ACO-8-16 (AEO) requiring all agencies under the Executive branch to use King County Graphic Design and Production Services as the first source for graphic design, printing projects, photography and video production.
- Projects that cannot be initiated because of scheduling or technical challenges will be reviewed with the customer and appropriated to an outside vendor.
- It is recommended that when possible, existing materials should be used to depletion before reordering.
- The present system of ordering letterhead, business cards, envelopes and notepads remains the same. Submit information by simply including new changes on a previously printed sheet of letterhead, notepad, etc., along with the standard Print Services Work Order (ARMS 100-2-U1).

File Name Configuration

type of logo = King County International Airport/
Boeing Field logo

w = white
b = black

size in inches
(TIF files only)

KCIA_w_p2.tif

p = pc
m = mac
w = web
AV = Arcview
AC = ArcMap

File format extension
(tif)
(eps)
(gif)
(emf)

File Format and Names	Applications	Notes on Use
TIFF KCIA_w_p2.tif KCIA_b_p2.tif KCIA_w_p4.tif KCIA_b_p4.tif KCIA_w_px.tif KCIA_b_px.tif x = 12"	Most non-web programs including Microsoft Word, Excel, Powerpoint, Autocad and GIS. Works well in postscript based applications such as Page-maker, especially if exported to PDF files. <i>Using these files with optimum results can be achieved when accompanied by a thorough knowledge of your software and printers.</i>	<ul style="list-style-type: none"> BEST format for documents to be converted to Acrobat PDF format, especially when viewing on various computer systems.** If PDF files are used, a suggested best practice would be to use this logo format on all reports, documents, brochures, flyers, slideshows, and maps to anticipate this need. Choose a TIFF logo size for your project to avoid having to enlarge the logo. (Reducing the logo is fine but enlarging it makes it fuzzy.) Three resolutions are provided: <ul style="list-style-type: none"> Small for report covers, letter-size maps, etc. where logo is no larger than two (2) inches. Medium for posters or wall maps where logo is no larger than four (4) inches. Large for large graphics (banners, podium signs, etc.) where logo is no larger than twelve (12) inches. If you need a different size, call King County Graphics at 206.205-8550. If a PDF is not required, and a reasonable file size needs to be maintained, as well as the highest quality desired; then an EPS format would be a better choice.
EPS KCIA_w_p.eps KCIA_b_p.eps KCIA_AV.eps	Postscript-based programs such as Quark Express, Illustrator, Freehand, Pagemaker and Arcview users with postscript printers	<ul style="list-style-type: none"> This truly scalable (vector) EPS graphic will remain sharp at any proportion, even billboard-size without any gain in file size. (Other image formats converted into EPS usually do not have the same scalable characteristics...please use the EPS logo provided rather than converting from something else). Generally speaking, do not use this format if your final document will be eventually converted to an Acrobat PDF file! One exception would be: ArcView users using EPS logos and postscript printers should be able to use EPS logos with good results. Please note that ArcView EPS logos have been adjusted to work better in this application than general EPS logos.
EMF KCIA_AC.emf	ArcMap	<ul style="list-style-type: none"> Excellent format for general ArcMap use. This vector format can be enlarged without distortion and has no background color.
GIF KCIA_w_.gif KCIA_b_.gif	Web applications	<ul style="list-style-type: none"> Use on web pages. Background is transparent, small file size. <i>This format is only for web use...do not use in other applications, especially if the file will be converted to PDF!**</i>

****PDF files created on a Macintosh and viewed on a PC or vice versa will often behave quite differently...displaying the same logo clearly on one system and blocky on the other. This is especially true when the original document is in Microsoft Word. Generally, TIFF logos have the most consistent results across platforms (for all but web or CAD work).**

Applications



King County International Airport Boeing Field

Letterhead



King County International Airport Boeing Field

Department of Transportation
AIR-TR-0100
7277 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108-0245
206-296-0628 Fax 206-296-0190
TTY Relay: 711
www.metrokc.gov

Envelopes



7277 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108

Memo



King County International Airport Boeing Field

Department of Transportation
AIR-TR-0100
7277 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108-0245
206-296-0628 Fax 206-296-0190
TTY Relay: 711
www.metrokc.gov

Business Cards

...fly quietly and avoid residential areas



Stephanie Weber
Project Program Manager
Planning Section

King County International Airport/Boeing Field

Department of Transportation
AIR-TR-0100
7277 Perimeter Road South
Seattle, WA 98108-0245
stephanie.weber@metrokc.gov
www.metrokc.gov

206-296-7457
Fax 206-296-0190
Cell 206-423-1015
TTY Relay: 711

Forms

Record of Conversation



King County
International Airport
Boeing Field



Report Covers

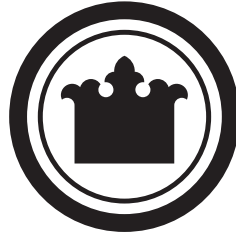


Signage



75th Anniversary Text Identity

The King County International Airport/Boeing Field Logo



King County International Airport Boeing Field

Importance of a KCIA identity

King County International Airport (KCIA) is a division of the King County Department of Transportation. It is, however, known to many as Boeing Field and is not only regulated by King County government policies, but by regulations required by the Federal Aviation Administration (FAA), Transportation Safety Authority (TSA) and other aviation authorities.

Unique in its revenue sources, the Airport is a self-supporting division and does not rely on any general tax revenues from King County. It is entrepreneurial in its funding and requires significant outreach to local communities and world-wide aviation interests. The history of Boeing Field, FAA designator of BFI as call letters, and long-time usage require the use of “King County International Airport/Boeing Field” in communications desired to reach a wide-range of audiences.

Reflecting on the special needs to clearly identify the Airport, yet identify its importance and the role of King County governance, a variance in applying the King County logo was granted.

Also, an awkward duplication was addressed by eliminating one of the King County names. The words “King County” as used in King County International

Airport would be dropped and replaced with the text “King County” from the King County logo. With these changes, both King County’s role and the Boeing Field aviation connection have been successfully integrated to identify this agency’s needs.

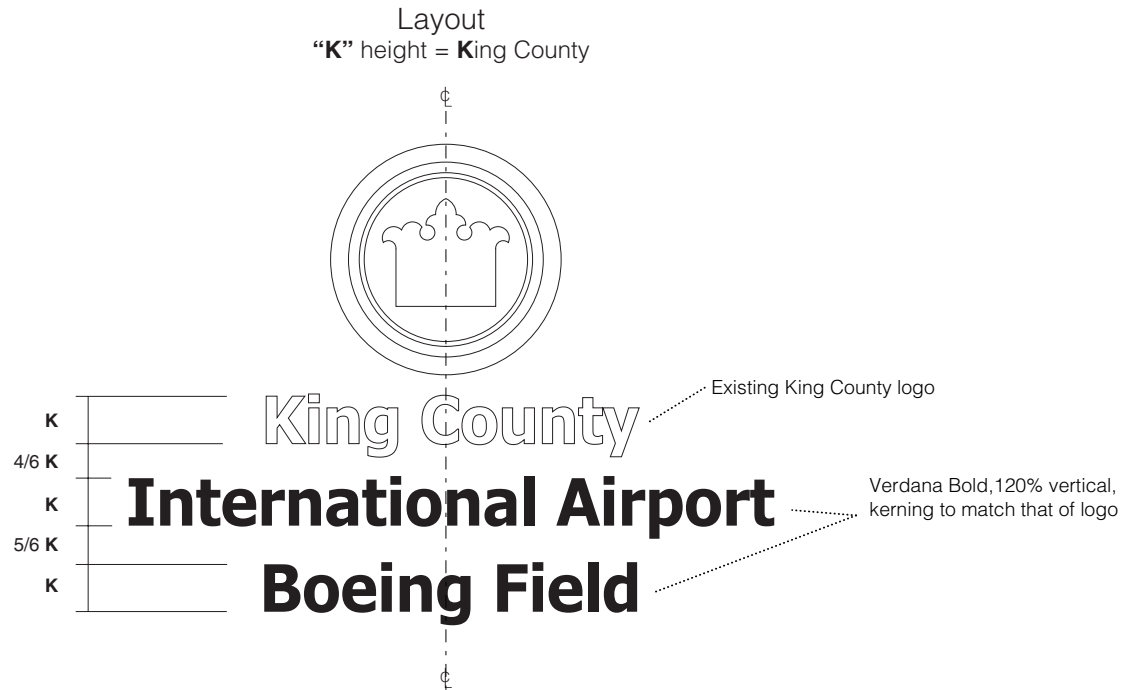
Correct Use

Use of the KCIA logo adheres to the same graphic guidelines as the King County logo when used on business communications, printed publications and all other visual presentations. Please refer to Section 2.0.0 of the King County Graphic Standards.

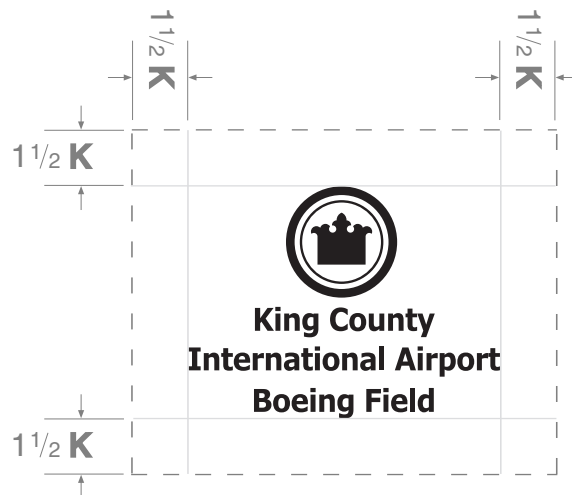
The KCIA logo must never be altered, redrawn or reproduced from secondary copies. The logo ***must always be reproduced from authorized electronic files or authorized reproduction-quality originals***. The logo should not be rearranged, rotated, animated, shadowed or rendered in three-dimensional form. (See page 7.2.5 –Incorrect Uses of the KCIA logo).

The following pages show how the KCIA logo is used and displayed on typical applications, e.g., business cards, letterhead/memo, envelopes, notepads, forms, report covers, signage and vehicles.

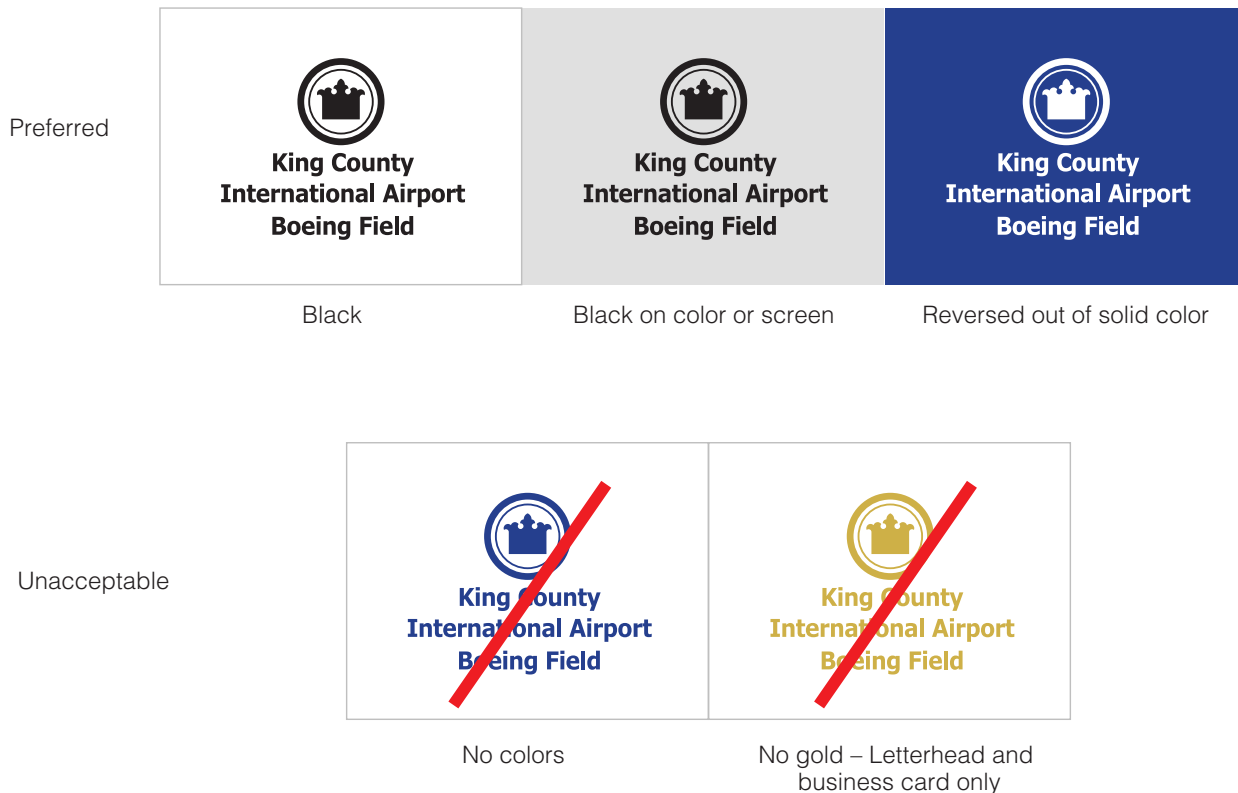
The King County International Airport/Boeing Field Logo



Smallest Size

Clear Space
“K” height = King County

Color Usage

**Color Standards**

In almost all visual presentations, the required colors used for display of the KCIA logo are black or white (reversed out of a color or background). This applies to printing/lithography, silkscreening, embroidery, black and white and color laser printers and copiers, color plotters, faxes, digital photography, video and web use. Please refer to Section 2.3.0 of the King County Graphic Standards for more details on good color and contrast management.

The traditional gold color (PMS110) is reserved for business cards, letterhead and exempted special projects.

Agency descriptions and information blocks, when used with the KCIA logo, will follow the same color guidelines as the King County logo.

The King County logo has been purposely used incorrectly in standards documentation for illustrative purposes only.



**King County
International Airport
Boeing Field**

Do not alter the sizes of the elements.



**King County
International Airport
Boeing Field**

Do not rotate or tilt the logo.

**King County
International Airport
Boeing Field**



Do not alter the relationship of logo elements.



**King County
International Airport
Boeing Field**

Do not alter the graphic elements of the logo.



Do not use the crown and circles separately without consulting with King County Graphics.



**King County
International Airport
Boeing Field**
BOWLING LEAGUE

Do not allow competing graphic elements or non-agency text to encroach on logo.



Do not place logo on a distracting background pattern or use it as part of a background pattern.



**King County
International Airport
Boeing Field**

Do not distort or electronically alter the shape of the logo.



**King County
International Airport
Boeing Field**

Do not place logo on a background that doesn't provide sufficient contrast.



**King County
International Airport
Boeing Field**

Do not copy a low resolution version of the logo from a web site or a reproduced copy to use in a publication.



Do not isolate elements of the logo.



**King County
International Airport
Boeing Field**

Do not reproduce the logo in outline form.



**King County
International Airport
Boeing Field**

Do not use a drop shadow with the logo except in limited web use where a drop shadow may increase readability.



**King County
International Airport
Boeing Field**

Do not enclose the logo in another shape that affects the readability of the logo. For badges and patches provide proper clear space.



**King County
International Airport
Boeing Field**

Do not create different color areas within the logo or color the text differently than the logo.



**King County
International Airport
Boeing Field**

Do not animate the logo or attempt to render it in three-dimensional form.



**King County
International Airport
Boeing Field**

Do not screen logo (make a percentage of a solid color).



**King County
International Airport
Boeing Field**



**King County
International Airport
Boeing Field**



**King County
International Airport
Boeing Field**

Do not make a pattern or texture from the logos.

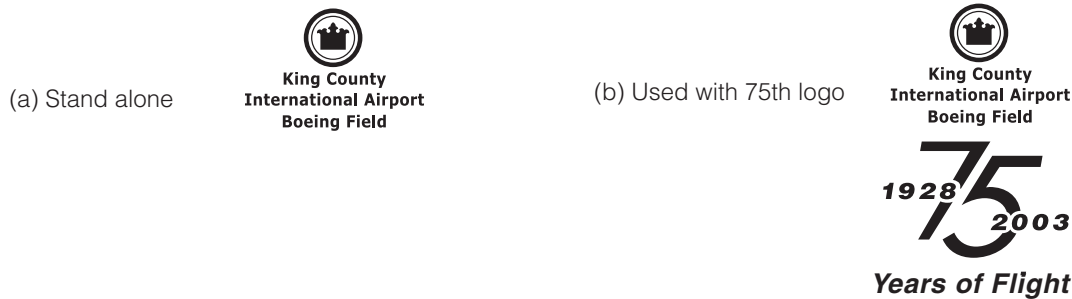


Do not use an old or outdated logo.



Smaller than minimum sizes or other distortions of the logo are used for illustrative purposes in standards documentation only.

KCIA Logo Used with Text Identity and Agency Info



Agency Information Blocks

(required for multi-sheet publications)



Shown above are (a) stand-alone version and (b) a combination of the KCIA logo used with the 75th anniversary *text identity*.

Also shown are the three preferred methods of combining the KCIA logo with agency descriptions.

(c) Offset Stacked Logo with Agency Block

(d) Left Aligned Stacked Logo and Agency Block

(e) Centered Stacked Logo and Agency Block

In all three examples, the type blocks are all the same in type size, weight and spacing. Please refer to Section 3.0.0 of the King County Graphic Standards for more details.

When should “Department of Transportation” and “Airport Division” be used in Agency Branding?

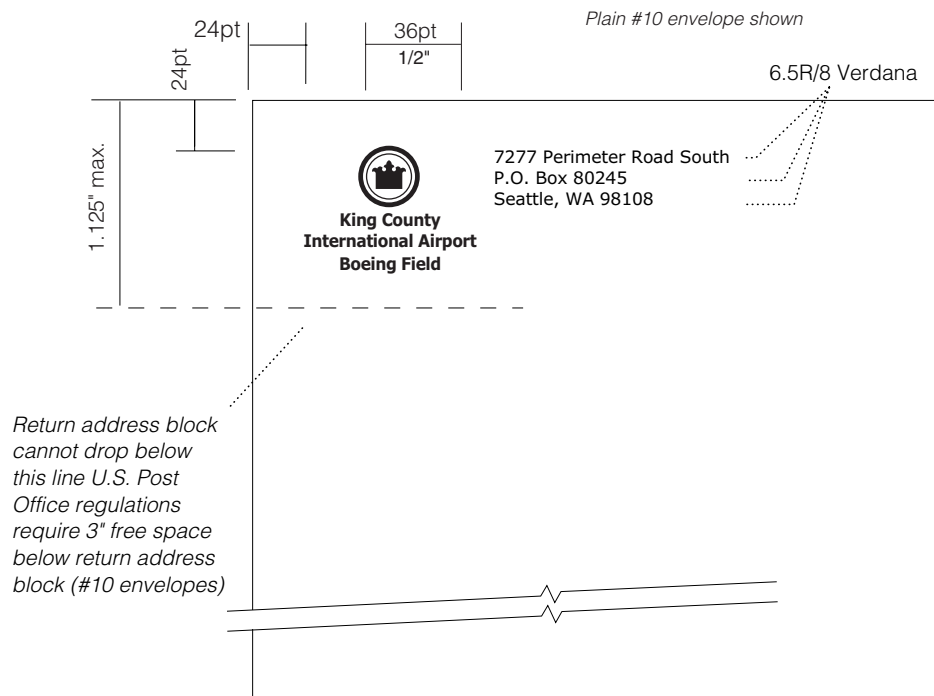
These agency names are used only when a full organizational hierarchy description is required and are usually located on the back panel of brochures or booklets or on the title page or inside panel of covers. These names will always follow the sequence as shown in (c), (d) and (e). These phrases should never appear on front covers or areas of primary messaging. Unlike the guidelines for using the King County logo, the KCIA logo (with 75th text identity) is all that is required on the primary message areas. However, a full organizational hierarchy description *must follow* elsewhere in the publication.

Business Cards and Envelopes



The standard King County business card layout is used for all KCIA business cards with the exception of the KCIA logo replacing the King County logo. All general specifications, including type, paper stock, ink colors, information hierarchy, slogans, printing methods, reverse

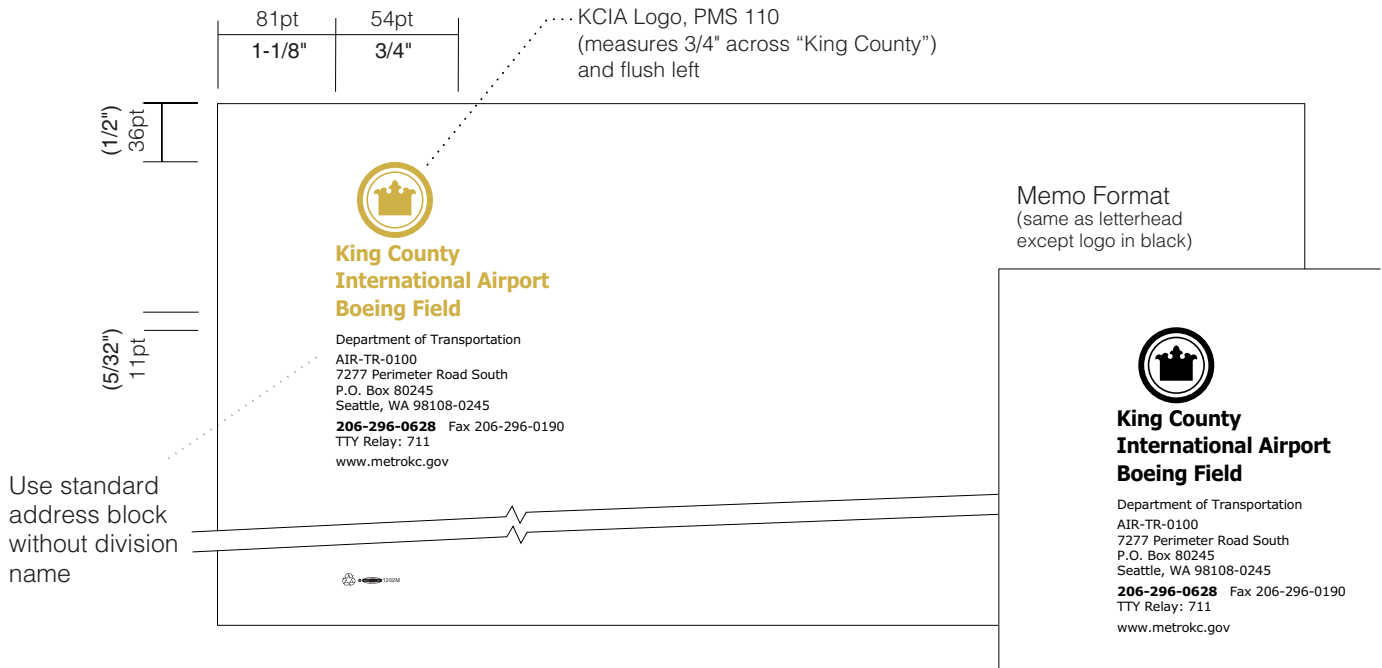
card printing, etc., remain in place. No substitutions or exceptions permitted. From your print order King County Graphics will provide the correct artwork for printing.



KCIA envelopes differ from the standard King County envelopes in that the KCIA logo replaces the King County logo. Also, the department and division agency reference is left off for space conservation. All general specifications including type, paper stock, ink color (black), information hierarchy, printing methods, etc., remain in place.

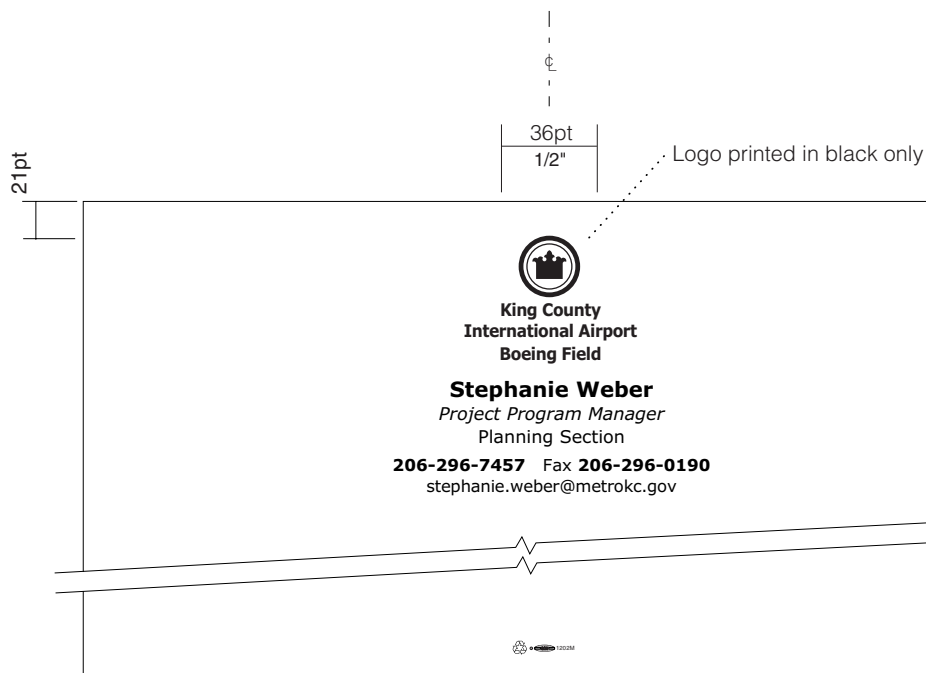
Envelopes, 7" x 10" or greater, will contain address blocks scaled proportionately larger. No substitutions or exceptions permitted. From your print order King County Graphics will provide the correct artwork for printing.

Letterhead and Notepads



KCIA letterhead differs from the standard King County letterhead in that the KCIA logo replaces the King County logo and its type is flushed left. Also, the division reference is left off for space conservation. All general specifications including font, paper stock, ink colors, information

hierarchy, printing methods, etc., remain in place. No substitutions or exceptions permitted. From your print order King County Graphics will provide the correct artwork for printing.



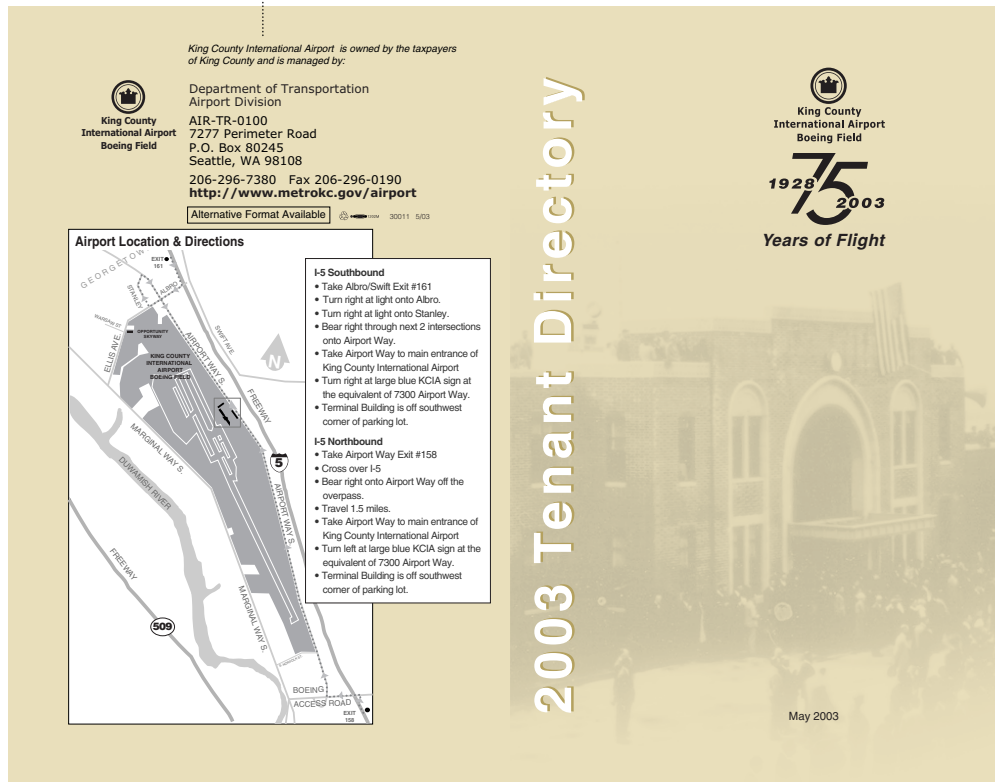
KCIA notepads differ from the standard layout used countywide in that the KCIA logo replaces the King County logo. All general specifications including font, paper stock, ink color (black), information hierarchy, printing methods,

etc., remain in place. No substitutions or exceptions permitted. From your print order King County Graphics will provide the correct artwork for printing.

Report, Booklet and Brochure Covers

- (a) A full organizational hierarchy description is required on the back panel of brochures or booklets or on the title page or inside panel of covers. Please refer to page 5.1.2 of the King County Graphic Standards for more details.

Shown is a reduced version of an 5-1/2" x 8-1/2" folded booklet



KCIA logo is placed in upper or lower 20% of cover. (shown with 75th)

Covers

Display of the KCIA logo on report, booklet and brochure covers occurs by placing the logo either in the top 20% or lower 20% of the front cover.

However, a full organizational hierarchy description *must follow* elsewhere in the publication (a).

The KCIA logo should never appear smaller than 1/2" wide across "King County" on any cover size. Please refer to Section 2.3.0 of the King County Graphic Standards for more information on color parameters.

Partnership Logos

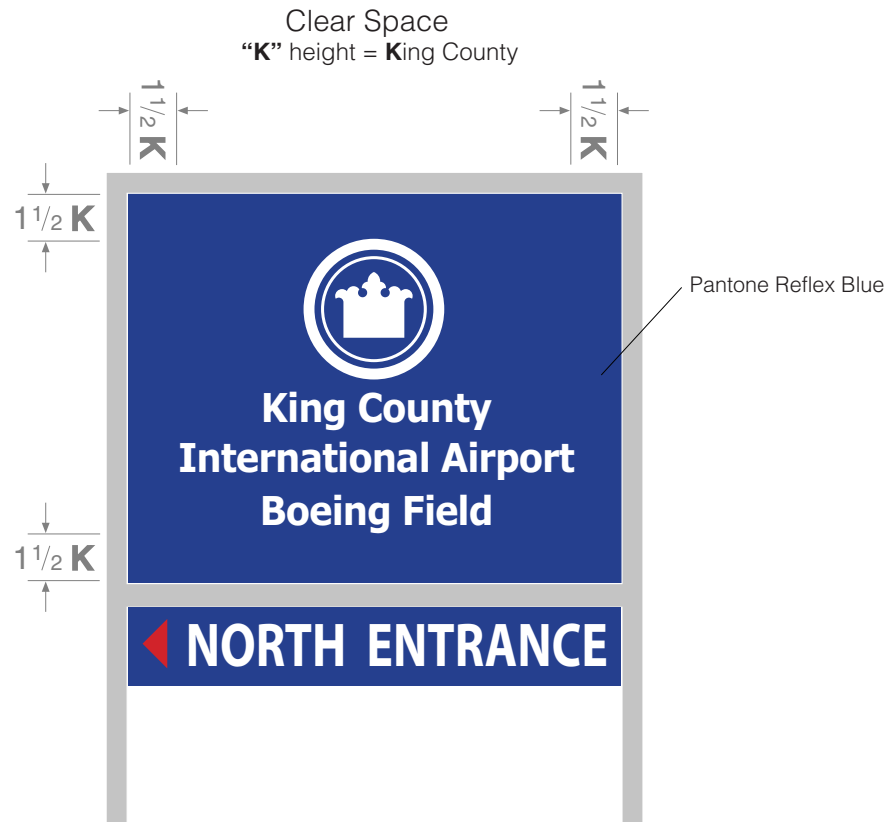
Please call the King County Graphic Design and Production Services at 206-205-8556 for details.

Union Logo and Recycled Paper Logo: All brochures printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and should appear on the lower part of the back panel or back cover.



The abbreviated KCIA logo would typically replace the King County logo and agency information in the title block. Space requirements dictate that the KCIA logo appear at its smallest size ("King County" at 1/2").

Signage

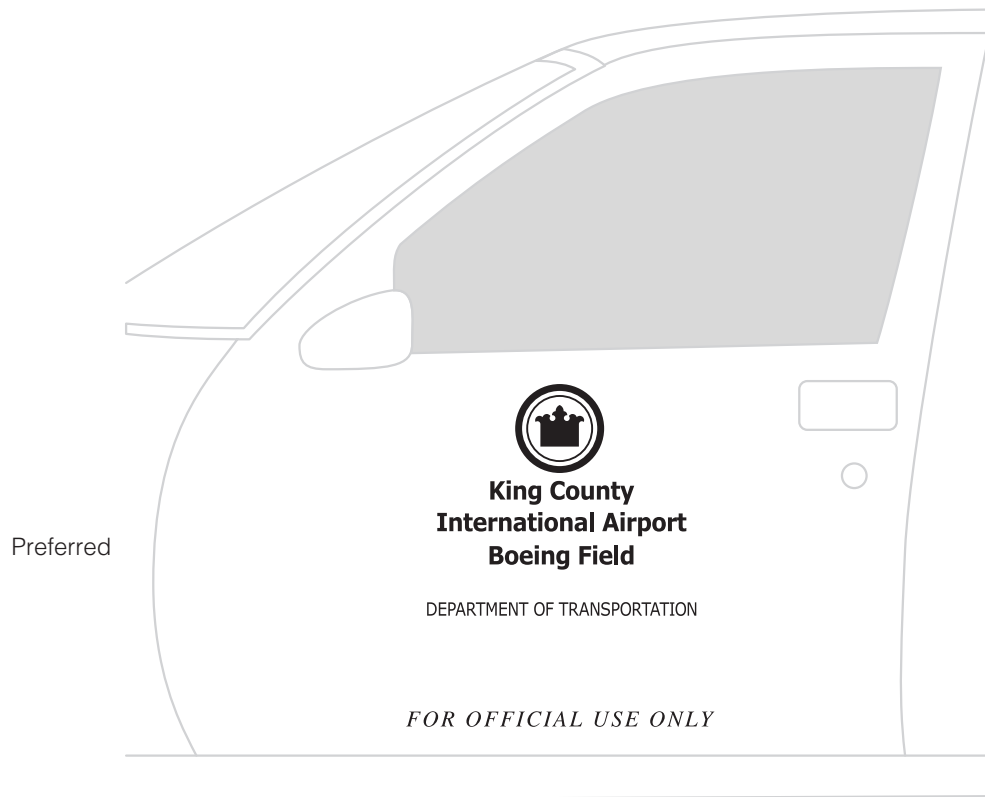
**Guidelines for Signage**

Generally, most KCIA signage should display the KCIA logo in black or white on a neutral or Pantone Reflex Blue background.

Exceptions may occur when different sign materials are used, such as brushed aluminum letters.

Note: An “historic exemption” was granted to better integrate the King County logo with the period lettering on the exterior of the historic Terminal Building.

Vehicle and Equipment Identity

**RCW 46.08.065**

The specifications for King County vehicle identification are determined by the parameters of RCW 46.08.065 as summarized in the Vehicle Preparation, Markings and Insignia section of the Fleet Administration User Guide.

Decal Colors and Vehicle Colors

Vehicle and equipment identification decals are printed in two varieties; a black; and a white. Vehicles that are painted darker colors receive white decals for maximum contrast. Conversely, white and lighter

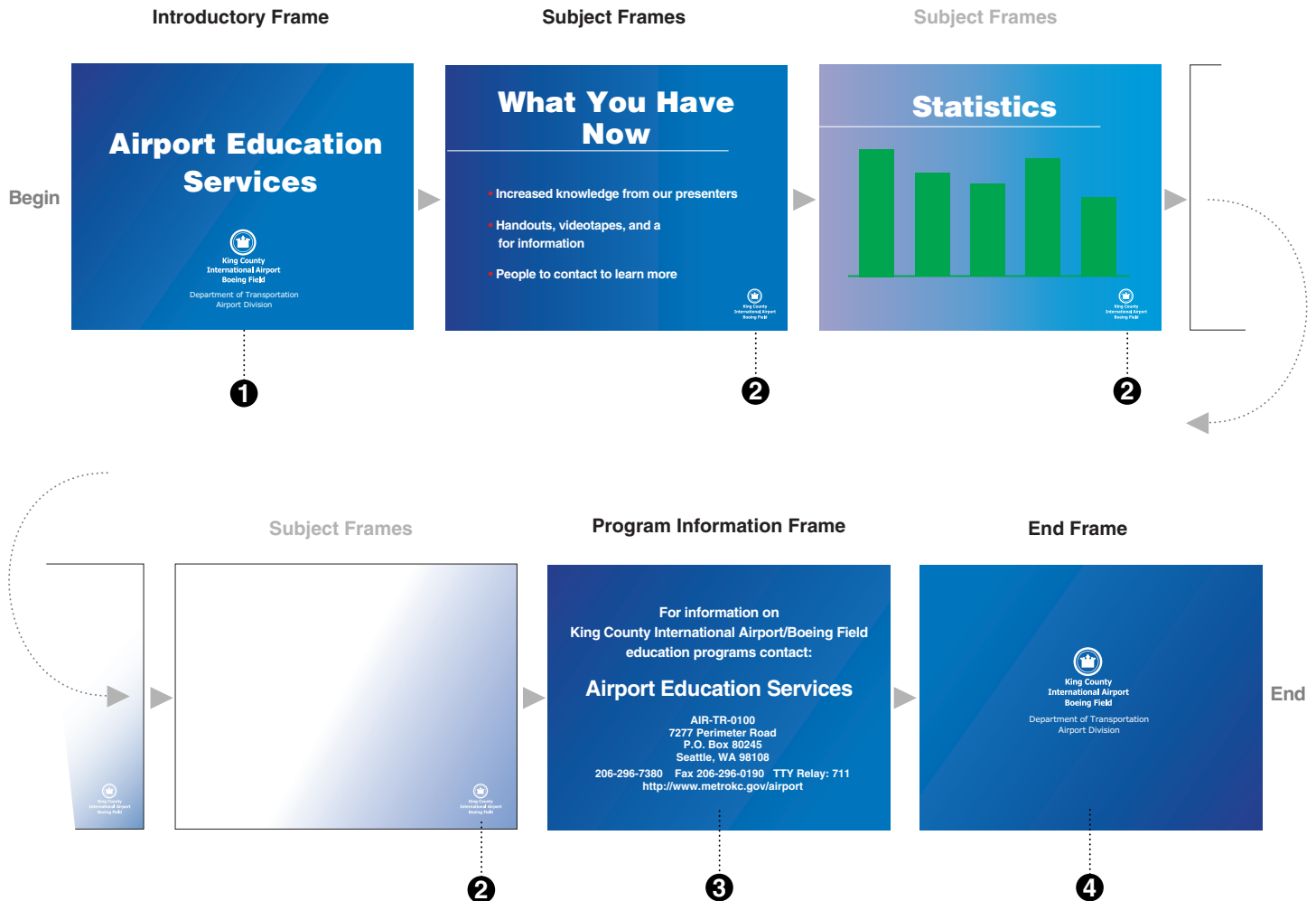
colored vehicles would use the black decals for maximum visibility. Vehicles that are painted medium values would receive a black decal unless white is more readable. Decals or letters rendered in colors other than mentioned above are not permitted. Please refer to Section 5.2.0 of the King County Graphic Standards for detailed information.

King County Graphics supplies the electronic files of the templates used on all county vehicles. Please call 206-205-8550 for assistance.

PowerPoint–Branding Requirements

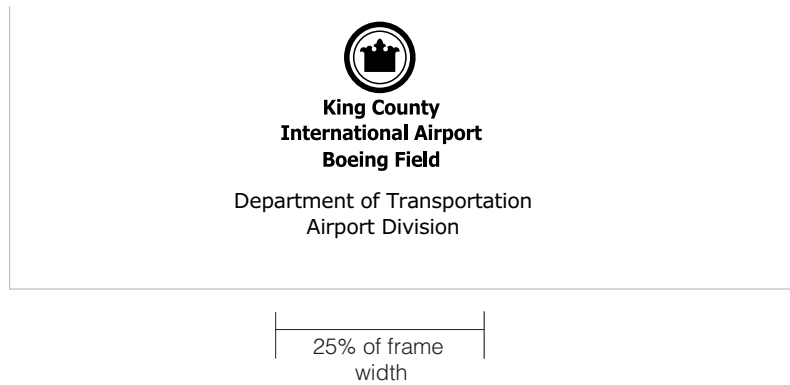
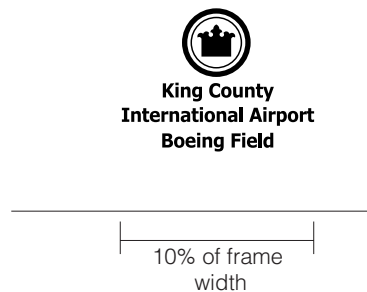
Branding Requirement

- Frame Organization as shown
- Logo & agency information



1. **Introductory Frame:** KCIA logo, Department of Transportation and Airport Division text below.
 2. **Subject Frames:** KCIA logo appears on *every* subject frame in the lower right corner.
 3. **Program Information Frame:** Contains all reference information about program (name, phone numbers, e-mail, address, etc.). Does not require logo, but the words "King County International Airport" must be in the text. This page can be positioned either at the beginning or near the end of the presentation.
 4. **End/Front Frame:** KCIA logo, Department of Transportation and Airport Division text below.
- Sizing of the KCIA logo must be in the proportions indicated on the following page.
 - KCIA logo must appear in black or white (reverse) only.
 - Reasonable contrast between logo and background should be maintained but should not compete with presentation elements.
 - Recommended fonts for body text is Helvetica, Arial or other sans serif fonts.

PowerPoint – Logo Placement and Sample Proportions

1 Introductory Frame**2** Subject Frames**4** Front or End Frame